ANALYTICAL REPORT ON THE

1978-79 IACVB CONVENTION INCOME SURVEY

Conducted for the

International Association of Convention and Visitor Bureaus
702 Bloomington Road
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by the

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The United States Travel Data Center is the national, non-profit center for travel and tourism research. Since its establishment in 1973, the Data Center has devoted itself to advancing the common interests of the travel industry and the public it serves by encouraging, sponsoring and conducting statistical, economic, and scientific research concerning travel, the travel industry and travel-related industries. In pursuit of this objective, the Data Center gathers, analyzes, publishes and disseminates the results of such research, and cooperates with institutions with similar purposes and objectives. The Data Center is financed through publication sales, membership dues and contract research. It is located in Suite 610, 1899 L Street, N.W., Washington, D. C. 20036.

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Travel activity is stimulated by a variety of motivations. One of the most significant and fastest growing appears to be the business conference or convention. Each year, millions of business men and women travel out of their own communities to attend large meetings designed to enhance their own professional abilities or provide new marketing opportunities. The economic impact of these trips, the amount of money spent, and the kinds of goods and services purchased is largely unexplored, despite its apparent significance.

The only periodic, consistent surveys of income produced by conventions have been conducted by the International Association of Convention and Visitor Bureaus (IACVB). Such surveys were conducted by the IACVB in 1948, 1956, 1966 and 1973. The most recent survey was conducted in 1978-79. For this study, the IACVB commissioned the U.S. Travel Data Center to design the survey methodology, to assist in the implementation and coordination of survey activites, and to tabulate the results.

Although limited data from these surveys have been made available to the public, the U.S. Travel Data Center believes that analyses of results from such surveys are crucial to the determination of the characteristics of convention attendee spending and to the understanding of the factors that affect such spending. Thus, the results of the 1973 Survey were made available to the Data Center, resulting in the publication, 1973 IACVB Convention Delegate Expenditure Survey: Analytical Report. Following the most recent survey, the IACVB again agreed to permit the Data Center to analyze the results and produce this report.

We appreciate the efforts of Robert Thomas, Chairman of the 1978-79 IACVB Convention Income Survey, and of the 57 participating cities, in conducting this study. We are grateful to them and to the IACVB, for allowing us to prepare this report. While the basic data emanate from the 1978-79 IACVB Convention Income Survey, this does not imply that the IACVB or its members concur with the statements made in this report. The U.S. Travel Data Center is solely responsible for the analysis contained herein.

U.S. Travel Data Center
Washington, D.C.
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Convention and visitor bureaus now exist in most major markets of the world. These are, in most cases, independent, non-profit civic organizations whose function is the solicitation and servicing of conventions suited to the size of their communities and reflecting the facilities and services available. As such, they represent business, civic and hotel interests of the entire area they serve, as well as acting as consumer protector, seeing that commitments are met and that the services and sales provided meet certain standards.

Convention and visitor bureaus have grown in number greatly within the past decade in large cities and in small, in tourism destination communities as well as those more oriented to conventions, as the value of this mobile market has become increasingly better recognized. The International Association of Convention and Visitor Bureaus (IACVB) represents the major convention cities throughout the world and presently includes 144 member bureaus. Since its founding in 1914, IACVB has existed for the purpose of promoting sound professional practices in the solicitation and servicing of meetings and conventions and for the exchange of industry data on convention-holding organizations.[1]

To fulfill its purpose and better serve its members, the IACVB has periodically conducted surveys of convention delegate expenditures. The first of these surveys took place in 1948 and was a milestone in the industry. Other surveys were conducted in 1956, 1966 and 1973.

More recently, the IACVB commissioned the U.S. Travel Data center to assist in conducting the survey during 1978-79. The U.S. Travel Data Center is the national, non-profit center for travel and tourism research. Its role in this survey included design of the research methodology, preparation of the survey materials, monitoring the implementation of the survey by each participating city bureau, computer tabulation of the results, and preparation of the final report.

To make the results of the survey more useful to both participating city bureaus and to others, the U.S. Travel Data Center has prepared (with the permission of the IACVB) this analytical report. The report is designed to contribute to industry and public understanding of the importance of convention business in two ways. First, the report presents expenditure estimates for groups of cities which are homogeneous with regard to various characteristics such as city population size, geographic location, etc. Participating cities may compare their expenditure estimates with the average expenditures of similar cities, thus providing a means of assessing the relative effectiveness of the bureau in generating income for the city. Other cities can use the information in a similar way in estimating the possible impact of convention business on their local economy.

In addition, the analysis contained in this report provides insight into factors associated with high convention expenditures, information which should be of value to all city convention and visitor bureaus and to other organizations.

The report is organized in several major sections. The first section discusses the purpose of the survey, describes the methodology used to conduct the study and discusses the types of primary analysis which were conducted. The next section presents findings from the delegate portion of the study, followed by a section on exhibitor expenditures. Two shorter sections on association and exposition service contractor expenditures are also included in the report. The final section provides a summary of the results of all four phases of the investigation. Appendices which contain all of the survey instruments used, as well as some additional descriptive information, are located at the end of the report.

DESCRIPTION OF SURVEY

Purpose of Survey

The 1978-79 IACVB Convention Income Survey was designed to measure the monetary value of convention business to each participating city, as well as to participating cities overall. Previous Convention Expenditure Surveys conducted by the IACVB were concerned only with the convention delegate's personal expenditures while attending the meeting. While the primary emphasis of the present survey continues to be delegate expenditures, data were also collected on convention-related expenditures of exhibitors, associations, and exposition service contractors not covered by the delegate survey. These additional data were collected in an effort to provide a more comprehensive picture of the economic impact of conventions on city economies.

The survey obtained data on conventions, trade shows, conferences and meetings held by organizations of state, regional, national or international status. A state convention is defined as a convention at which nearly all attendees originate from one state or province only. A regional convention primarily includes delegates from two or more contiguous states or provinces, but not an entire country, while a national convention is one attended by delegates originating throughout a country (e.g., the United States, Canada, England, etc.). Finally, an international convention is defined as a convention attended by delegates originating from two or more countries (e.g., the United States and Canada). No sales or company meetings, incentive trips, sports events, or civic celebrations were included. Further, only city conventions are covered by the survey. Resorts, which host substantial convention activity, are not included.

The survey aimed at representing only out-of-town delegates, defined as non-resident delegates remaining in the convention city for at least one night. For the remainder of this report, the word "delegate" will refer only to the out-of-town delegate attending a convention in the cities covered by the survey.

Survey Methodology

Fifty-five U.S. cities and two foreign cities participated in the 1978-79 IACVB Convention Income Survey. The survey methodology designed by the U.S. Travel Data Center called for each participating city bureau to survey 30 conventions held in its city from July 1, 1978 through June 30, 1979. The conventions included in the sample were selected proportionally on the basis of four factors: (1) time of year; (2) scope (i.e.,

state, regional, national or international convention); (3) whether or not exhibits were involved; and (4) size of attendance. While the U.S. Travel Data Center provided the instructions for selecting the 30 conventions, each participating city was responsible for drawing its own sample.

After the sample of conventions had been selected, cities were instructed to contact the convention-host associations for permission to conduct the survey. Occasionally, permission was denied, in which case other conventions (as similar as possible to the original conventions in terms of the four factors outlined above) were substituted and approval sought from the associations involved. Many, but not all, cities were successful in obtaining cooperation from 30 associations. A table showing the list of cities participating in the 1978-79 IACVB Convention Income Survey and the number of conventions surveyed by each is located in Appendix A. A total of 1,402 conventions were surveyed during the year-long survey period, including 666 national/international conventions and 736 state/regional conventions. Appendix B shows a breakdown of these conventions by type.

Each city was instructed to survey 1,400 delegates attending and 300 companies exhibiting at the 30 conventions included in its sample. Delegates and exhibitors were selected by using a systematic sampling procedure designed to produce random samples of delegates and exhibitors for each convention in proportion to the size of that convention measured by out-of-town attendance. Thus, at the city level, the samples of delegates and exhibitors were designed to be self-weighting.

On the last day of each selected convention, a questionnaire, business reply envelope, and cover letter explaining the purpose of the survey were mailed to each delegate included in the sample for that particular convention. The questionnaire asked the delegate to provide information about the number of persons in the travel party (i.e., self only, spouse, other family members), the mode of transportation used to travel to the convention city, the number of nights spent in the city, and the actual total amounts spent by all members of the travel party in 14 individual expenditure categories. To insure anonymity and to achieve the highest possible response rate, participants were not asked to sign their names to the questionnaire. Two weeks after the mailing of the questionnaires, reminder cards were sent to all delegates included in the sample.

Exhibitors were surveyed by mail using similar techniques. Exhibitor questionnaires asked for the number of days the exhibit was held and for the total amounts spent by the exhibitor's company in four expenditure categories. Reminder cards were sent to all exhibitors included in the sample two weeks after the mailing of the questionnaires, in an effort to increase the response rate. Exhibitor questionnaires, as well as delegate questionnaires, were returned by respondents to the U.S. Travel Data Center where they were numbered, keypunched, and checked for accuracy using computerized edit programs.

Due to last-minute denials of approval by some associations, difficulties in obtaining lists of delegates' and exhibitors' names and addresses, and related problems, not all cities were able to survey the number of delegates and exhibiting companies specified above.

In addition, for the 1978-79 IACVB Convention Income Survey, information was also collected from the associations sponsoring the conventions included in each city's sample and from the exposition service contractors employed to service those conventions. Each association and exposition service contractor was asked to list the dollar amount spent in certain expenditure categories. These questionnaires were returned by respondents to the appropriate city bureau where the results were tabulated and forwarded to the U.S. Travel Data Center for incorporation into the final report. Table 1 shows the number of questionnaires mailed and returned, and the resulting response rate, for each part of the survey.

Copies of each of the four questionnaires used in this survey are presented in Appendix C.

Analysis of Results

The results of the delegate portion of the 1978-79 IACVB Convention Income Survey were tabulated to produce estimates of the average travel party size, duration of stay, delegate spending in each of the 14 expenditure categories identified, as well as in total, and the percent distribution for mode of transportation used to travel to the convention city. Estimates of the average delegate-per-day expenditures in each category were also produced. These estimates were first generated for each participating city and then weighted by total out-of-town attendance at all conventions in each city under study to produced the overall estimates. In a few cases, cities were unable to provide estimates of total out-of-town attendance and total attendance figures were used instead.

The exhibitor survey results were also computer-generated, using the same procedures described above. Estimates of the amount spent per exhibitor and per exhibitor-day were computed for the four expenditure categories included in the survey and for the overall total. As in the delegate survey, estimates were produced for each participating city and then weighted by total out-of-town attendance to produce the overall estimates. Estimates of the average number of days per exhibit were also produced.

TABLE 1

SAMPLE CHARACTERISTICS

Number of cities participating:	57
Number of conventions surveyed:	1,402
National and International:	666
State and Regional:	736
DELEGATE SURVEY	
Number of Delegate Questionnaires Mailed:	80,624
Number of Useable Delegate Questionnaires Returned:	30,851
Delegate Response Rate:	38.3%
EXHIBITOR SURVEY	
Number of Exhibitor Questionnaires Mailed:	15,257
Number of Useable Exhibitor Questionnaires Returned:	4,924
Exhibitor Response Rate:	32.3%
ASSOCIATION SURVEY	
Number of Association Questionnaires Mailed:	1,402
Number of Useable Association Questionnaires Returned:	1,078
Association Response Rate:	76.9%
EXPOSITION SERVICE CONTRACTOR SURVEY	
Number of Exposition Service Contractor Questionnaires Mailed:	441
Number of Useable Exposition Service Contractor Questionnaires Returned:	293
Exposition Service Contractor Response Rate:	66.4%

Source: U.S. Travel Data Center, 1978-79 IACVB Convention Income Survey

Responses from the association and exposition service contractor questionnaires were recorded by the participating city bureaus. These results were then forwarded to the U.S. Travel Data Center where simple averages, based on the reports from the 57 cities, were calculated. While it would have been preferable to weight each city's results by total number of conventions for the association survey and by total number of exhibiting companies for the exposition service contractor survey, many cities were unable to provide the necessary information. Therefore, simple averages were computed instead.

Summary of Results

Table 2 summarizes the results obtained by all participating cities, including the 55 U.S. cities as well as Manila and Toronto, for the delegate portion of the survey.

Information is presented for all conventions surveyed and then analyzed in terms of the scope of the conventions, that is, the geographic area covered by attending delegates. National/international conventions include delegates representing all regions of the country as well as foreign nations. Such conventions tend to have larger attendances and longer durations than state/regional meetings. This latter group includes conventions attended by delegates representing a local area, one state, or at the largest, a multi-state region. As Table 1 shows, of the 1,402 conventions covered by the survey, 48 percent were national or international conventions, while 52 percent were state or regional in scope.

According to the survey, convention delegates spent an average total of $253.96 each while in the convention city. When analyzed by scope of convention, it is apparent that national/international convention delegates generate 41 percent more spending in host cities than do delegates attending state or regional conventions. Since the average total expenditure per delegate is affected by the duration of the convention or the length of stay of the delegate, total expenditure estimates may be misleading for certain purposes. A better measure which adjusts for the length-of-stay factor is the average daily expenditure per delegate.

Delegates spent an average of $66.61 per day during 1978-79. The difference between national/international and state/regional delegates here is minimal. The average daily expenditure per national/international delegate is $67.25, only four percent higher than the state/regional delegate average of $64.72 per day, suggesting similar spending patterns among the two groups.

As suggested above, Table 2 shows that the average length of stay is significantly longer for national/international convention delegates than for those attending state or regional meetings. The average travel party size for both groups, however, is approximately the same, about 2.4 persons.

TABLE 2*

SUMMARY OF RESULTS - DELEGATE SURVEY

	All Conventions	National and International	State and Regional
Average total expenditure per delegate	$253.96	$274.64	$194.92
Average daily expenditure per delegate	$ 66.61	$ 67.25	$ 64.72
Average length stay per delegate	3.8 nights	4.1 nights	3.0 nights
Average travel party size	2.4 people	2.3 people	2.4 people
Transportation usage (percent of delegates)			
Airplane	56%	67%	32%
Train	1%	1%	2%
Bus	3%	3%	2%
Private car/ truck/rv	39%	28%	63%
Other	1%	**	1%

* Includes Manila and Toronto.
** Less than 0.5 percent.

Source: U.S. Travel Data Center, 1978-79 IACVB Convention Income Survey

Finally, the survey provides information on convention delegate transportation usage patterns. Overall, more than half of all convention delegates travel to convention cities by air. The propensity to use air transportation, however, is much higher among national/international delegates than among state/regional delegates. The second most preferred means of transportation is personal motor vehicles, particularly popular among delegates to state or regional conventions. Reflecting the generally shorter distances involved in traveling to such meetings, in contrast to national or international conventions, 63 percent of state/regional delegates traveled to the convention by automobile, truck or recreational vehicle.

Delegate Spending by Type of Expenditure

The items which a convention delegate purchases, and both the amount and percentage of total expenditures allocated to each, suggest the distribution of economic impact of convention spending on a city's retail businesses. Table 3 provides a breakdown of convention delegate expenditures by type for all conventions and for national/international and state/regional conventions.

It was observed earlier that national/international convention delegates spend substantially more in total than do delegates attending state or regional meetings. With very few exceptions, these delegates predictably show larger expenditures on individual items as well. The spending patterns, that is, the percentage of total expenditures allocated to each item, are, however, remarkably similar for both groups.

Delegates to both national/international and state/regional conventions spend nearly two-thirds of their entire budgets on essential items such as room and board. National/international convention attendees show a slight preference for restaurants outside hotels, while delegates to state or regional conventions dine at both hotel and non-hotel restaurants fairly equally.

Retail stores capture the largest share of discretionary spending, particularly among state/regional convention delegates. These delegates also spend more than national/international convention atendees on theatre/symphony/movie tickets, and on gasoline and auto service within the convention city. This latter observation reflects the much higher incidence of personal motor vehicle travel to convention cities among state/regional delegates.

TABLE 3*

BREAKDOWN OF DELEGATE EXPENDITURES
BY TYPE OF EXPENDITURE

Type of Expenditure	All Conventions			National and International			State and Regional		
	% of Total	Total Expend.	Daily Expend.	% of Total	Total Expend.	Daily Expend.	% of Total	Total Expend.	Daily Expend.
Hotel rooms and incidentals	38.5%	$ 97.78	$25.64	39.0%	$107.04	$26.12	37.2%	$ 72.49	$24.28
Hotel restaurants	10.7	27.21	7.20	10.7	29.51	7.22	12.6	24.59	8.49
Other restaurants	15.8	40.24	10.61	16.0	43.97	10.85	13.5	26.25	8.53
Hospitality suites	4.5	11.54	3.26	4.5	12.37	3.44	2.6	4.99	1.75
Admission fees	1.2	3.06	0.78	1.3	3.49	0.83	1.2	2.35	0.76
Theatres/ symphonies/movies	1.0	2.43	0.59	0.8	2.31	0.55	1.4	2.64	0.78
Recreational activities	0.4	1.05	0.26	0.4	1.11	0.25	0.5	0.88	0.26
Sightseeing	1.2	3.05	0.73	1.4	3.72	0.82	0.6	1.19	0.35
Night clubs	3.7	9.36	2.48	3.7	9.98	2.49	3.6	6.93	2.38
Sports events	0.2	0.47	0.14	0.2	0.56	0.14	0.2	0.34	0.11
Retail stores	10.9	27.73	7.10	9.8	26.96	6.29	16.8	32.79	10.67
Local Transportation	4.8	12.27	3.12	5.4	14.81	3.59	3.2	6.27	1.97
Gas/auto service	1.3	3.27	0.91	1.2	3.19	0.78	1.8	3.57	1.23
Other	5.7	14.50	3.78	5.7	15.62	3.88	4.9	9.64	3.16
TOTAL	100.0%	$253.96	$66.61	100.0%	$274.64	$67.25	100.0%	$194.92	$64.72

* Includes Manila and Toronto.

Source: U.S. Travel Data Center, 1978-79 IACVB Convention Income Survey.

National/international convention delegates, on the other hand, spend more, both in total and on a percentage basis, on all other types of discretionary purchases. Expenditures for hospitality suites, sightseeing, and local transportation, in particular, account for larger portions of total spending than among those attending state or regional conventions.

The differences in spending patterns for the two types of delegates noted above, however, are generally no more than one or two percentage points. This suggests that both the scope and duration of a convention affect the distribution of delegate spending considerably less than the total amount spent.

Comparison of 1978-79 and 1973 Delegate Expenditures

The most recent convention delegate survey (prior to the current study) was conducted by the IACVB in 1973. A total of 54 city convention and visitor bureaus participated in the 1973 survey, including 47 U.S., five Canadian, and two additional foreign cities. Using a survey methodology similar to that employed in the 1978-79 investigation, participation was obtained from 70,371 convention delegates.[2] Comparison of the major results of the 1973 study to those derived from the current survey indicates the magnitude of growth in convention delegate spending over the five-year period.

Table 4 provides data on total delegate spending for the two most recent survey periods.

TABLE 4: AVERAGE EXPENDITURE PER DELEGATE

	1978-79*	1973	Percent Change
All conventions surveyed	$253.96	$191.08	32.9%
National/international conventions	274.64	213.25	28.8
State/regional conventions	194.92	124.51	56.5

*Includes Manila and Toronto.

Source: U.S. Travel Data Center, 1978-79 IACVB Convention Income Survey and 1973 IACVB Delegate Expenditure Survey.

The total amount spent by the average delegate while attending a convention has risen substantially since 1973. This is particularly true for delegates to state and regional conventions, who showed an increase of 57 percent in expenditures reported. National/international convention delegates, however, continue to spend significantly more than their state and regional

counterparts, primarily due to their much longer durations of stay. Table 5 adjusts the data for length of stay and presents a comparison of average daily delegate expenditures for 1978-79 and 1973.

TABLE 5: AVERAGE EXPENDITURE PER DELEGATE-DAY

	1978-79*	1973	Percent Change
All conventions surveyed	$66.61	$49.74	33.9%
National/international conventions	67.25	51.29	31.1
State/regional conventions	64.72	43.04	50.4

*Includes Manila and Toronto.

Source: U.S. Travel Data Center, 1978-79 IACVB Convention Income Survey and 1973 IACVB Delegate Expenditure Survey.

It is evident from the table above that expenditures per delegate-day have increased substantially as well since 1973. The largest increase in daily spending has occurred among delegates to state and regional conventions at 50 percent, a growth rate 62 percent higher than evident for national/international convention attendees. In fact, national and international delegates now spend only four percent more per day than those attending state or regional meetings, as compared to 19 percent more in 1973.

It is also useful to examine changes in the amount spent by delegates for specific items while attending a convention. Table 6 shows daily expenditures on individual items for 1978-79 and 1973.

Total expenditures per delegate-day have risen 34 percent since 1973. While spending for hotels rooms and related incidentals are up slightly more, spending for the other major essential item, restaurant meals, has increased only 13 percent. The greatest increase in spending over the five-year period has occurred for discretionary purchases, such as for entertainment or an evening spent at the theatre, symphony or movies. Above-average rates of inflation in gasoline and transportation services during the years between 1973 and 1978-79 are reflected in delegate spending patterns as well. Expenditures for gasoline and other auto services rose 44 percent, while the amount spent on local transportation more than doubled since 1973.

Such differential rates of increase in spending for specific items have resulted in some changes in the percent distribution of expenditures as well. The most recent survey indicates that room and board purchases account for 65 percent of the average delegate's budget, down from 69 percent in 1973. On the other

TABLE 6: DELEGATE EXPENDITURES BY CATEGORY - 1978-79 and 1973

Type of Expenditure	1978-79* Expenditure Per Delegate-Day	1978-79* Percent of Total	1973 Expenditure Per Delegate-Day	1973 Percent of Total	Percent Change in Expenditure Per Delegate-Day
Hotel rooms and incidentals	$25.64	38.5%	$18.66	37.5%	37.4%
Hotel restaurants	7.20	10.8	7.59	15.3	-5.1
Other restaurants	10.61	15.9	8.13	16.3	30.5
Entertainment[3]	6.92	10.4	4.27	8.6	62.1
Theatres/symphonies/movies	0.59	0.9	0.39	0.8	51.3
Sightseeing	0.73	1.1	0.72	1.4	1.4
Retail stores	7.10	10.7	5.08	10.2	39.8
Local Transportation	3.13	4.7	1.54	3.1	103.2
Gas/auto service	0.91	1.4	0.63	1.3	44.4
Other	3.78	5.7	2.73	5.5	38.5
TOTAL	$66.61	100.0%	$49.74	100.0%	39.9%

*Includes Manila and Toronto.

Source: U.S. Travel Data Center, 1978-79 IACVB Convention Income Survey and 1973 IACVB Delegate Expenditure Survey.

hand, spending for transportation within the convention city now accounts for a larger share, as do entertainment expenditures. The proportions allocated to other items, however, remain relatively unchanged since 1973.

Factors Affecting Delegate Expenditures

A number of factors have been shown to be related to delegate spending. The results of the 1978-79 IACVB Convention Income Survey suggest how characteristics of host cities such as population size, price level, and geographic location, as well as factors related to the convention itself such as scope, duration, and mode of transportation used by delegates, are associated with delegate expenditures. For this section of the report, only the 55 U.S. cities participating in the survey are included in the analysis. Because of a lack of necessary secondary data and a recognition that cities outside the U.S. may differ from U.S. cities in a number of undetermined ways, Manila and Toronto have been excluded.

City Population Size

Tables 7A, 7B and 7C shows the average expenditure per delegate and per delegate-day, and the average duration of stay by city population size for all conventions surveyed, national/international conventions and state/regional conventions.[4]

Table 7A indicates a positive relationship between city size and total delegate expenditures. That is, in general, the larger the population, the greater the average expenditure per delegate. While this relationship does not hold for cities in the middle category, it is clear that delegates attending conventions in the largest cities spend considerably more than those attending meetings in small cities. Delegate spending in cities with populations of one million and over is 69 percent higher than spending by delegates attending conventions in the smallest cities.

The relationship between city size and expenditures is less stable when daily spending is considered. Conventions held in medium-to-large cities, however, tend to produce above-average expenditures per delegate-day and enjoy somewhat longer durations than do conventions held in smaller U.S. cities.

Table 7B presents the same type of analysis based on city population size for national and international conventions. It is apparent that cities in the largest population category benefit from delegate spending well in excess of that received by smaller cities. The relationship between city size and

TABLE 7A: DELEGATE EXPENDITURES BY CITY SIZE

ALL CONVENTIONS SURVEYED

City Population Size	Number of Cities	Average Expenditure Per Delegate	Average Expenditure Per Delegate-Day	Average Duration
Less than 100,000	4	$181.88	$57.54	3.16 nights
100,000 - 199,999	8	193.73	60.80	3.19
200,000 - 299,999	6	203.85	52.51	3.88
300,000 - 399,999	11	182.96	49.80	3.67
400,000 - 599,999	10	242.26	65.73	3.69
600,000 - 999,999	11	263.34	68.06	3.87
1,000,000 and over	5	306.89	83.27	3.69

Source: U.S. Travel Data Center, 1978-79 IACVB Convention Income Survey.

TABLE 7B: DELEGATE EXPENDITURES BY CITY SIZE

NATIONAL/INTERNATIONAL CONVENTIONS

City Population Size	Number of Cities	Average Expenditure Per Delegate	Average Expenditure Per Delegate-Day	Average Duration
Less than 100,000	4	$258.35	$66.52	3.88 nights
100,000 - 199,999	8	236.79	64.50	3.67
200,000 - 299,999	6	257.87	58.11	4.44
300,000 - 399,999	11	219.20	47.83	4.58
400,000 - 599,999	10	265.00	65.97	4.02
600,000 - 999,999	11	285.65	66.06	4.32
1,000,000 and more	5	316.30	84.49	3.74

Source: U.S. Travel Data Center, 1978-79 IACVB Convention Income Survey.

TABLE 7C: DELEGATE EXPENDITURES BY CITY SIZE

STATE/REGIONAL CONVENTIONS

City Population Size	Number of Cities	Average Expenditure Per Delegate	Average Expenditure Per Delegate-Day	Average Duration
Less than 100,000	4	$118.62	$50.11	2.37 nights
100,000 - 199,999	8	154.17	57.40	2.69
200,000 - 299,999	6	160.56	48.02	3.34
300,000 - 399,999	11	162.42	50.91	3.19
400,000 - 599,999	10	182.42	65.11	2.80
600,000 - 999,999	11	220.34	71.93	3.06
1,000,000 and more	5	237.53	74.31	3.20

Source: U.S. Travel Data Center, 1978-79 IACVB Convention Income Survey.

delegate spending across all cities, however, is erratic. Interestingly, the longest durations are shown for national and international conventions held in medium size cities.

The strongest linear relationship between city size and delegate expenditures is evident for state/regional conventions, as shown in Table 7C. Delegates attending this type of convention in the largest cities spend more than twice the amount spent by those attending similar meetings in cities with the smallest populations. However, they spend only 48 percent more per day.

While the preceding analysis suggests some degree of association between city size and delegate spending, the relationship is much weaker than might be expected. The fact that larger differences are observed for total spending than for daily expenditures reflects the variations in durations seen among the city groups. This suggests that the spending advantage enjoyed by larger cities is a function more of their propensity to attract conventions of longer durations than of their ability to induce delegates to spend more per day.

City Price Level

In order to examine the relationship between the general price level of a city and expenditures of convention delegates in that city, the participating U.S. cities were grouped in terms of indexes of comparative consumption costs for families of a given income level, as measured by the U.S. Department of Labor's Bureau of Labor Statistics.[5] Only 26 cities are included in this analysis as price levels have not been determined for the others.

Tables 8A, 8B and 8C present average total and daily expenditure data for all delegates and for those attending national/international conventions and state/regional conventions.

Table 8A shows that, with the exception of cities in the 95-99 index group, cities with higher consumer price levels tend to be associated with higher average expenditures per delegate and per delegate-day. The difference between spending in the highest price level cities and the lowest is, however, less than might be expected. Total delegate expenditures in cities having the highest index values are only 29 percent greater than in the least expensive cities. Such expenditures are, however, 53 percent above those reported by cities with the second lowest price level. Daily expenditures per delegate show more similarity across the groups.

TABLE 8A: DELEGATE EXPENDITURES BY CITY PRICE LEVEL

ALL CONVENTIONS SURVEYED

Consumption Cost Index	Number of Cities	Average Expenditure Per Delegate	Average Expenditure Per Delegate-Day	Average Duration
Less than 95	6	$247.36	$68.55	3.61 nights
95 - 99	7	208.38	60.10	3.47
100 - 104	8	257.54	73.03	3.53
105 and over	5	319.28	77.22	4.13

Source: U.S. Travel Data Center, 1978-79 IACVB Convention Income Survey.

TABLE 8B: DELEGATE EXPENDITURES BY CITY PRICE LEVEL

NATIONAL/INTERNATIONAL CONVENTIONS

Consumption Cost Index	Number of Cities	Average Expenditure Per Delegate	Average Expenditure Per Delegate-Day	Average Duration
Less than 95	6	$266.58	$69.16	3.85 nights
95 - 99	7	228.58	58.59	3.90
100 - 104	8	288.48	76.67	3.76
105 and over	5	330.46	75.23	4.39

Source: U.S. Travel Data Center, 1978-79 IACVB Convention Income Survey.

TABLE 8C: DELEGATE EXPENDITURES BY CITY PRICE LEVEL

STATE/REGIONAL CONVENTIONS

Consumption Cost Index	Number of Cities	Average Expenditure Per Delegate	Average Expenditure Per Delegate-Day	Average Duration
Less than 95	6	$207.85	$67.30	3.09 nights
95 - 99	7	167.54	63.14	2.65
100 - 104	8	176.33	63.49	2.78
105 and over	5	287.42	82.87	3.47

Source: U.S. Travel Data Center, 1978-79 IACVB Convention Income Survey.

The same type of relationship between city price level and delegate spending is also evident for national/international convention attendance, as shown in Table 8B. The lowest average expenditures per delegate and per delegate-day were reported by those attending national or international conventions in cities with index figures of from 95 to 99. Once again, cities with the highest price levels are associated with the greatest delegate spending.

Table 8C shows that the relationship between city price level and delegate expenditures is least evident for state/regional conventions. The most expensive cities do, in fact, show the highest average delegate spending, but total and daily delegate spending varies sporadically among cities in all other price level groups.

It is interesting to note that, while delegates to state or regional conventions tend to spend less than their national/international convention counterparts, state/regional convention delegates meeting in the highest priced cities spend 10 percent more per day than national and international convention delegates in these same cities. Total expenditures, however, continue to be lower among state/regional delegates, due to shorter convention durations.

While there is some evidence that delegates tend to spend more in higher priced cities than they do in less expensive areas, this is not always the case. The analysis above indicates that the lowest average total and daily delegate expenditures occur in cities with moderate price levels. Why this is true is not clear, but it does suggest that cities should be cautious about assuming that delegates will adjust to higher prices by spending more.

Geographic Region

One final city characteristic considered in this analysis is geographic location. Participating U.S. cities were grouped into six fairly equal-sized geographic regions. The areas covered by these regions are defined in Appendix D.

Tables 9A, 9B and 9C show average expenditure data for these six regions for all conventions surveyed, national/international conventions and state/regional conventions.

Table 9A indicates that total spending per delegate varies from a low of $186 in the Great Lakes cities to a high of $312 in the Far West, a variation from low to high of 68 percent. Total delegate expenditures are also considerably above average in the Northeast. The other three regions of the country receive delegate spending substantially below the overall average of $254.

TABLE 9A: DELEGATE EXPENDITURES BY REGION

ALL CONVENTIONS SURVEYED

Region	Number of Cities	Average Expenditure Per Delegate	Average Expenditure Per Delegate-Day	Average Duration
Northeast	8	$278.02	$72.50	3.83 nights
Southeast	12	212.87	64.16	3.32
Great Lakes	9	186.17	63.38	2.94
Central	13	214.31	62.20	3.45
Southwest	5	225.22	48.83	4.61
Far West	8	312.38	72.92	4.28

Source: U.S. Travel Data Center, 1978-79 IACVB Convention Income Survey.

TABLE 9B: DELEGATE EXPENDITURES BY REGION

NATIONAL/INTERNATIONAL CONVENTIONS

Region	Number of Cities	Average Expenditure Per Delegate	Average Expenditure Per Delegate-Day	Average Duration
Northeast	8	$295.78	$70.94	4.17 nights
Southeast	12	252.03	65.23	3.86
Great Lakes	9	226.48	72.18	3.14
Central	13	244.37	58.91	4.15
Southwest	5	251.26	49.70	5.06
Far West	8	353.00	74.59	4.73

Source: U.S. Travel Data Center, 1978-79 IACVB Convention Income Survey.

TABLE 9C: DELEGATE EXPENDITURES BY REGION

STATE/REGIONAL CONVENTIONS

Region	Number of Cities	Average Expenditure Per Delegate	Average Expenditure Per Delegate-Day	Average Duration
Northeast	8	$239.89	$75.85	3.16 nights
Southeast	12	175.79	63.14	2.78
Great Lakes	9	142.19	53.78	2.64
Central	13	184.59	65.45	2.82
Southwest	5	176.57	47.20	3.74
Far West	8	236.66	69.62	3.39

Source: U.S. Travel Data Center, 1978-79 IACVB Convention Income Survey.

Expenditures per delegate-day show less variation: from nearly $49 in the Southwest to $73 in the Far West and Northeast regions, a difference of 49 percent between lowest and highest. Daily expenditures per delegate in all other regions cluster close to the mean.

The Far West also enjoys the highest delegate spending among national/international convention delegates, as shown in Table 9B. Delegate spending which averages $353 per stay in this region, is 56 percent higher than expenditures received by Great Lakes cities, where delegates spend the least.

Expenditures per delegate-day are also highest in the Far West, followed closely by cities in the Great Lakes region. The fact that daily expenditures are above average in this latter region, while total expenditures are lower than in any other part of the country reflects the substantially shorter-than-average length of stay in the Great Lakes. On the other hand, cities in the Southwest show the lowest daily expenditures and the longest durations of stay among national and international convention delegates.

Delegate spending by region exhibits greater variation among state/regional conventions than national and international meetings, as shown in Table 9C. Cities in the Northeast produce the highest delegate expenditures, an average of $240 per stay. This is 69 percent above the low of $142 per state/regional convention delegate shown by cities in the Great Lakes.

On a daily basis, delegate spending is also greatest in the Northeast, where the average delegate spends 61 percent more than in the Southwest, which receive the smallest delegate expenditures. State and regional conventions held in the Southwest, however, are longer than those held anywhere else in the U.S.

The geographic location of a convention, therefore, does appear to affect delegate spending patterns. Cities in the Far West enjoy the highest total and daily delegate expenditures overall, especially for national and international conventions. Northeast cities receive the largest expenditures among state and regional convention attendees. Cities in the Great Lakes region show the lowest total expenditures for both types of conventions, but cities in the Southwest receive the lowest expenditures per delegate-day. The fact that delegates tend to stay the greatest number of days while attending conventions in the Southwest, however, helps to reduce the negative effects of low daily expenditures in this region.

Duration of Delegate Stay

A factor clearly related to delegate spending is duration of stay. For the following analysis, cities were first grouped by their average duration of stay per delegate, and then average expenditures per delegate and per delegate-day were computed for each group. Tables 10A, 10B and 10C show these tabulations for all conventions surveyed, national/international conventions and state/regional conventions.

Table 10A shows that, in general, as the length of stay increases, total delegate expenditures tend to increase as well. The relationship is not perfect, however. Delegates remaining in the convention city from 4.0 to 4.49 days show total expenditures which are higher than for those staying longer. Expenditures also vary inconsistently across the other duration categories.

It is also apparent that duration of stay and daily delegate spending are not closely related. Cities showing average durations of 3.0 to 3.24 days produce the highest per-day expenditures, while the lowest daily expenditures are evident for cities with the shortest delegate stays.

Among national and international convention delegates, total spending also tends to increase with longer durations, as indicated in Table 10B. Daily expenditures are highest, however, in cities where durations average between 4.25 and 4.49 days, and lowest in those cities which show the longest durations.

Delegate spending at state and regional conventions shows the strongest correlation with duration of stay, as indicated in Table 10C. The results show a direct relationship, with both total and daily expenditures increasing consistently with increases in duration of stay. Cities with the longest delegate stays generate total expenditures nearly three times greater and daily spending 54 percent highest than cities showing the shortest durations of stay.

The preceding analysis suggest that duration is not a very accurate predictor of delegate spending, except for state or regional convention delegates. For other types of conventions, there is some evidence that delegates tend to spend more as they remain longer in a city, but the effect of duration on daily spending appears to be minimal.

TABLE 10A: DELEGATE EXPENDITURES BY DURATION OF STAY

ALL CONVENTIONS SURVEYED

Duration of Stay	Number of Cities	Average Expenditure Per Delegate	Average Expenditure Per Delegate-Day	Average Duration
Less than 2.50 nights	5	$110.21	$45.44	2.43 nights
2.50 - 2.74	7	117.44	45.44	2.58
2.75 - 2.99	6	148.06	50.57	2.93
3.00 - 3.24	5	267.30	86.06	3.11
3.25 - 3.49	10	177.96	53.38	3.33
3.50 - 3.99	8	268.77	69.90	3.85
4.00 - 4.49	8	322.77	76.87	4.20
4.50 and over	6	289.66	55.42	5.23

Source: U.S. Travel Data Center, 1978-79 IACVB Convention Income Survey.

TABLE 10B: DELEGATE EXPENDITURES BY DURATION OF STAY

NATIONAL/INTERNATIONAL CONVENTIONS

Duration of Stay	Number of Cities	Average Expenditure Per Delegate	Average Expenditure Per Delegate-Day	Average Duration
Less than 3.25 nights	11	$220.16	$71.32	3.09 nights
3.25 - 3.74	7	221.60	62.04	3.57
3.75 - 3.99	8	225.37	58.55	3.85
4.00 - 4.24	10	294.38	71.49	4.12
4.25 - 4.49	4	322.46	73.85	4.37
4.50 - 4.99	7	302.05	63.30	4.77
5.00 and over	8	294.13	50.98	5.77

Source: U.S. Travel Data Center, 1978-79 IACVB Convention Income Survey.

TABLE 10C: DELEGATE EXPENDITURES BY DURATION OF STAY

STATE/REGIONAL CONVENTIONS

Duration of Stay	Number of Cities	Average Expenditure Per Delegate	Average Expenditure Per Delegate-Day	Average Duration
Less than 2.25 nights	6	$108.78	$49.89	2.18 nights
2.25 - 2.49	13	130.78	54.67	2.39
2.50 - 2.74	14	155.75	59.80	2.60
2.75 - 2.99	9	193.72	67.54	2.87
3.00 - 3.49	7	241.57	72.97	3.31
3.50 and over	6	313.67	76.80	4.08

Source: U.S. Travel Data Center, 1978-79 IACVB Convention Income Survey.

Mode of Transportation

Convention delegates responding to the survey were asked to indicate the primary mode of transportation used to travel to the convention city. Cities were organized into two groups: the first contained all cities which had the majority of their delegates (over 50 percent) arriving by private car, truck or recreational vehicle, and the second was comprised of those having the majority arrive by air. While information on use of other types of transportation was collected, in no city did such useage constitute a majority.

Tables 11A, 11B and 11C show the average expenditure per delegate and per delegate-day by primary mode of transportation for all conventions surveyed, national/international conventions and state/regional conventions.

Table 11A indicates that 24 cities, or nearly 44 percent of those participating in the survey, received more than 50 percent of their delegates by air.

A strong relationship is evident between arrival by air and higher delegate expenditures, both in total and on a daily basis. Expenditures per delegate are more than twice as high for this group as for cities where auto arrivals predominate, while daily expenditures are 56 percent higher. Durations of stay are also substantially higher in air-oriented convention cities.

Arrival by air is extremely popular among delegates to national/international conventions, as shown in Table 11B. Nearly 70 percent of all participating cities show more than half of their national/international delegates arriving by air. This is reasonable considering that such conventions represent delegates from all regions of the United States, as well as from foreign countries. Cities with a high dependence on air arrivals enjoy substantially higher expenditures per delegate and per delegate-day, and longer delegate stays, than do those receiving most of their delegates by private motor vehicles.

State/regional conventions represent delegates from a local area, a state, or at the largest, a multi-state region. As a result, most cities receive a majority of delegates to these conventions by automobile, truck or recreational vehicle, as shown in Table 11C. Once again, expenditures per delegate and per delegate-day are well above average, and durations of stay are longer in cities most dependent on air arrivals.

These data suggest that air travelers tend to spend more at conventions, both in total and on a daily basis, than do those traveling by personal motor vehicle, regardless of the scope of convention.

TABLE 11A: DELEGATE EXPENDITURES BY PRIMARY MODE OF TRANSPORTATION

ALL CONVENTIONS SURVEYED

Primary Mode	Number of Cities	Average Expenditure Per Delegate	Average Expenditure Per Delegate-Day	Average Duration
Private Car/ Truck/RV	31	$143.19	$48.07	2.98 nights
Air	24	297.14	74.77	3.97

Source: U.S. Travel Data Center, 1978-79 IACVB Convention Income Survey.

TABLE 11B: DELEGATE EXPENDITURES BY PRIMARY MODE OF TRANSPORTATION

NATIONAL/INTERNATIONAL CONVENTIONS

Primary Mode	Number of Cities	Average Expenditure Per Delegate	Average Expenditure Per Delegate-Day	Average Duration
Private Car/ Truck/RV	15	$157.67	$46.35	3.40 nights
Air	38	297.95	72.37	4.12

Source: U.S. Travel Data Center, 1978-79 IACVB Convention Income Survey.

TABLE 11C: DELEGATE EXPENDITURES BY PRIMARY MODE OF TRANSPORTATION

STATE/REGIONAL CONVENTIONS

Primary Mode	Number of Cities	Average Expenditure Per Delegate	Average Expenditure Per Delegate-Day	Average Duration
Private Car/ Truck/RV	46	$158.22	$56.91	2.78 nights
Air	7	314.92	88.54	3.56

Source: U.S. Travel Data Center, 1978-79 IACVB Convention Income Survey.

Spending Level of Delegate

The preceding analysis has shown that a number of factors, including city characteristics, scope of convention, and other aspects of conventions may be associated with delegate spending patterns. It is also possible that patterns of spending may differ depending upon the total amount spent. For example, it is reasonable to assume that high spenders may allocate larger or smaller portions of their budgets to particular items, as compared to those spending less.

To investigate this, cities were grouped into four categories based on average expenditures per delegate-day. The percent of daily expenditures allocated to each item was then computed for each group. Tables 12A, 12B and 12C show the results of the analysis for all conventions, national/international conventions and state/regional conventions.

The largest part of a delegate's expenditures, regardless of the scope of the convention or the total amount he or she spends, is allocated to room and board. The tables show that approximately 40 percent of the average delegate's budget is spent on hotel rooms and incidentals, a proportion that changes little as delegates spend more per day. Restaurant purchases also constitute a large part of delegate spending. Among national and international convention delegates, there is a tendency to spend relatively less in hotel restaurants and more in restaurants outside hotels as total spending per day increases. This relationship is not seen, however, for delegates attending state or regional meetings.

Expenditures for hospitality suites and local transportation tend to comprise a larger share of total budget as spending per day increases, particularly among national and international convention delegates. The proportion of daily spending allocated to other types of entertainment purchases varies inconsistently with different levels of daily expenditures.

Delegates spending the least per day allocate a larger proportion of their dollars to gasoline and auto service than those showing higher per-day expenditures. This is true regardless of the scope of convention. A reduction in the percentage of expenditures spent in retail stores is also apparent as expenditures per day increase, but this is true only among national and international convention attendees. State/regional convention delegates spend proportionally more in retail stores as they spend more dollars per day.

This analysis suggests that the amount a delegate spends per day is associated somewhat with his/her expenditure distribution pattern. Specifically, the higher spending national/international delegates tend to spend a disproportionate share on hospitality suites and night clubs.

TABLE 12A

PERCENT DISTRIBUTION OF DELEGATE EXPENDITURES BY AVERAGE EXPENDITURE PER DELEGATE-DAY - ALL CONVENTION SURVEYED

Type of Expenditure	Average Expenditure Per Delegate-Day: Less than $45.00	$45.00-59.99	$60.00-74.99	$75.00 and Over
(Number of Cities)	(13)	(23)	(12)	(7)
Hotel rooms and incidentals	38.9%	38.9%	41.1%	36.4%
Hotel restaurants	13.0	11.6	11.2	9.7
Other restaurants	15.4	15.1	16.1	16.4
Hospitality suites	2.8	3.6	4.3	6.4
Admission fees	1.2	1.1	1.3	1.1
Theatres/ symphonies/movies	0.3	0.5	0.4	1.6
Recreational activities	0.5	0.6	0.3	0.3
Sightseeing	0.5	1.2	1.4	0.8
Night clubs	3.3	3.6	2.9	4.5
Sport events	0.4	0.3	0.2	0.2
Retail stores	11.2	12.9	9.0	10.4
Local transportation	3.1	3.9	5.2	5.1
Gas/Auto Service	3.4	2.2	1.1	0.8
Other	5.9	4.6	5.4	6.3
TOTAL	100.0%	100.0%	100.0%	100.0%

Source: U.S. Travel Data Center, 1978-79 IACVB Convention Income Survey

TABLE 12B

PERCENT DISTRIBUTION OF DELEGATE EXPENDITURES
BY AVERAGE EXPENDITURE PER DELEGATE DAY - NATIONAL/INTERNATIONAL CONVENTIONS

Type of Expenditure	Average Expenditure Per Delegate-Day: Less than $45.00	$45.00-59.99	$60.00-74.99	$75.00 and Over
(Number of Cities)	(14)	(15)	(18)	(8)
Hotel rooms and incidentals	40.3%	39.6%	40.7%	37.3%
Hotel restaurants	13.4	12.4	11.1	9.6
Other restaurants	16.0	13.9	16.5	16.9
Hospitality suites	2.5	2.0	5.3	6.2
Admission fees	1.2	1.8	1.2	1.1
Theatres/ symphonies/movies	0.4	0.4	0.4	1.3
Recreational activities	0.4	0.6	0.3	0.3
Sightseeing	1.0	1.7	1.2	1.0
Night clubs	3.0	2.7	3.0	4.5
Sport events	0.6	0.2	0.2	0.1
Retail stores	9.9	10.4	7.9	9.6
Local transportation	4.2	5.9	5.6	5.2
Gas/Auto Service	2.9	1.7	1.1	0.8
Other	4.2	6.6	5.5	6.3
TOTAL	100.0%	100.0%	100.0%	100.0%

Source: U.S. Travel Data Center, 1978-79 IACVB Convention Income Survey

TABLE 12C

PERCENT DISTRIBUTION OF DELEGATE EXPENDITURES BY AVERAGE EXPENDITURE PER DELEGATE DAY - STATE/REGIONAL CONVENTIONS

Type of Expenditure	Average Expenditure Per Delegate-Day: Less than $45.00	$45.00-59.99	$60.00-74.99	$75.00 and Over
(Number of Cities)	(13)	(23)	(13)	(6)
Hotel rooms and incidentals	40.0%	38.3%	39.5%	34.6%
Hotel restaurants	14.1	13.7	14.8	10.8
Other restaurants	14.7	13.1	12.0	13.9
Hospitality suites	2.6	3.7	2.3	6.7
Admission fees	1.3	1.8	1.5	0.9
Theatres/ symphonies/movies	0.4	0.5	0.4	2.5
Recreational activities	0.5	0.4	0.4	0.4
Sightseeing	0.6	0.6	0.5	0.5
Night clubs	3.1	4.0	3.1	4.2
Sport events	0.1	0.3	0.1	0.1
Retail stores	12.1	14.6	16.6	18.2
Local transportation	2.2	2.0	3.3	3.6
Gas/Auto Service	3.7	2.8	1.7	1.2
Other	4.5	4.8	3.4	6.4
TOTAL	100.0%	100.0%	100.0%	100.0%

Source: U.S. Travel Data Center, 1978-79 IACVB Convention Income Survey

However, there is no overwhelming evidence here that those with higher per-day expenditures have dramatically different spending patterns from those with lower expenditures. Spending patterns are remarkably consistent for different levels of expenditures among the different convention scopes.

Conclusions

Results from the delegate portion of the 1978-79 IACVB Convention Income Survey reveal that spending by delegates in convention cities has increased substantially since 1973, particularly among those attending state or regional conventions. While total delegate expenditures continue to be significantly higher for national/international conventions than for state and regional meetings, the amount spent per day has become remarkably similar for the two groups.

Delegate expenditures tend to be greatest in cities which are large in population, high on the consumer price scale, and located in either the Far West or Northeast regions of the U.S. Other factors shown to be associated with high delegate spending include longer durations and travel to the convention city by air.

While the relationship between high delegate expenditures and each of the factors mentioned above differs in magnitude, it is clear that certain characteristics of cities and conventions do affect delegate spending patterns. In actuality, however, none of the factors identified operates individually. It is obvious that all of these factors, as well as a number of others not identified through this study, operate together in determining how much a delegate will spend in a particular city. Future research should be designed to identify other factors related to delegate spending and to consider how such factors interact with one another in producing convention spending in city economies.

Summary of Results

In addition to estimating delegate expenditures, the 1978-79 IACVB Convention Income Survey was designed to collect information on the spending patterns of convention exhibitors. Nearly 5,000 exhibitors responded to this portion of the survey. Table 13 includes information from 49 U.S. cities and the two foreign cities which participated in this phase of the study.

According to the survey, companies sponsoring exhibits at the conventions covered by the study spend an average of $1,845 per exhibit, or $493 per day. The average exhibit lasts 3.7 days. National and international conventions produce total exhibitor expenditures more than twice as high as state/regional conventions, while per-day expenditures are approximately 75 percent greater.

The table also provides a breakdown of exhibitor spending by type of expenditure. Regardless of the scope of the convention the single largest expenditure item is food and beverage functions, to which 44 percent of the average exhibitor's budget is allocated. National/international convention exhibitors allocate a somewhat smaller share of their spending to this item, while those exhibiting at state and regional conventions spend over 52 percent of their entire resources on such functions.

The 1978-79 IACVB Convention Income Survey was the first survey of its type to include coverage of exhibitor expenditures. Therefore, data are unavailable from earlier years to which comparisons may be made.

Factors Affecting Exhibitor Expenditures

In order to examine the relationship between exhibitor expenditures and certain factors related to either the host cities or to characteristics of exhibits themselves, an analysis similar to that prepared for the delegate survey was conducted on results from the exhibitor portion of the study.

A total of 50 U.S. cities participated in this part of the survey. These cities were grouped into homogeneous categories according to a number of variables for the purpose of this analysis. Because of the substantially smaller number of respondents to this portion of the survey, data were not tabulated by scope of convention. Rather, averages were computed for the

TABLE 13*

BREAKDOWN OF EXHIBITOR EXPENDITURES
BY TYPE OF EXPENDITURE

Type of Expenditure	All Conventions			National and International			State and Regional		
	% of Total	Total Expend.	Daily Expend.	% of Total	Total Expend.	Daily Expend.	% of Total	Total Expend.	Daily Expend.
Food and beverage functions	44.1%	$ 814	$219	42.1%	$ 876	$225	52.2%	$494	$161
Hospitality suites	14.9	274	73	15.2	316	81	13.1	124	40
Local advertising	3.4	62	16	3.1	64	16	3.0	28	8
Other	37.7	695	185	39.7	825	211	31.8	301	96
TOTAL	100.0%	$1,845	$493	100.0%	$2,081	$533	100.0%	$947	$305
Average number of days per exhibit:		3.7 days			3.9 days			3.1 days	

*Includes Manila and Toronto.
Source: U.S. Travel Data Center, 1978-79 IACVB Convention Income Survey.

total sample of conventions only. The two foreign cities, Manila and Toronto, are not included in this analysis. This is because necessary secondary data was not available and also reflects the belief that cities outside the U.S. may differ from U.S. cities in a number of undetermined ways.

City Population Size

Table 14 below shows the average expenditure per exhibitor and per exhibitor-day, as well as the average exhibit duration, by city population size.

TABLE 14: EXHIBITOR EXPENDITURES BY CITY SIZE

ALL CONVENTIONS SURVEYED

City Population Size	Number of Cities	Average Expenditure Per Exhibitor	Average Expenditure Per Exhibitor-Day	Average Duration
Less than 200,000	10	$1,448.87	$364.14	3.98 days
200,000 - 299,999	5	1,364.49	378.37	3.61
300,000 - 399,999	10	895.58	282.42	3.17
400,000 - 599,999	9	1,924.83	541.85	3.55
600,000 - 999,999	11	1,508.17	425.71	3.54
1,000,000 and more	5	2,545.36	632.54	4.02

Source: U.S. Travel Data Center, 1978-79 IACVB Convention Income Survey.

The relationship between city population size and spending appears to be weaker for exhibitors than is evident for delegates. Cities with populations over 400,000 tend to show somewhat greater spending by exhibitors, particularly in the cities with populations of one million and over. The lowest expenditures, however, were not recorded by the smallest cities. Rather cities of three to four hundred thousand people show the lowest levels of exhibitor spending. The shortest exhibit durations are noted in these cities, as well.

City Price Level

Cities were also categorized on the basis of price level and average exhibitor expenditures were calculated for each group. Table 15 presents the results of this analysis.

TABLE 15: EXHIBITOR EXPENDITURES BY CITY PRICE LEVEL

ALL CONVENTIONS SURVEYED

Consumption Cost Index	Number of Cities	Average Expenditure Per Exhibitor	Average Expenditure Per Exhibitor-Day	Average Duration
Less than 95	6	$1,785.22	$477.13	3.74 days
95 - 99	6	1,466.54	433.14	3.39
100 - 104	8	1,733.80	460.38	3.77
105 and over	5	2,021.72	524.38	3.86

Source: U.S. Travel Data Center, 1978-79 IACVB Convention Income Survey.

Exhibitors attending conventions held in the highest price-level cities spend substantially more, both in total and on a daily basis, than exhibitors in any other cities. With total expenditures averaging over $2,000, these exhibitors spend 38 percent more than those spending the least. Closely paralleling the results of the delegate survey, this analysis indicates that cities with index figures of 95 to 99 receive the lowest per exhibitor and per exhibit-day expenditures, as well as the shortest durations.

Geographic Region

Cities were also grouped into six regions to examine how exhibitor spending varies by geographic location. The results of this analysis are presented below.

TABLE 16: EXHIBITOR EXPENDITURES BY REGION

ALL CONVENTIONS SURVEYED

Region	Number of Cities	Average Expenditure Per Exhibitor	Average Expenditure Per Exhibitor-Day	Average Duration
Northeast	6	$2,197.44	$600.48	3.66 days
Southeast	11	1,875.30	544.09	3.45
Great Lakes	9	1,147.37	307.80	3.73
Central	11	1,223.13	323.04	3.79
Southwest	5	1,124.15	359.47	3.13
Far West	8	1,898.93	488.47	3.89

Source: U.S. Travel Data Center, 1978-79 IACVB Convention Income Survey.

Total exhibitor spending varies from a high of $2,197 in cities in the Northeast to a low of $1,124 in the Southwest, a rather substantial difference of 95 percent. Expenditures per exhibitor-day are also highest in the Northeast, but lowest in the Great Lakes region.

Duration of Exhibit

Earlier, duration of stay proved to be related to delegate spending. The following table examines the effect of duration of exhibit on total and daily exhibitor expenditures.

TABLE 17: EXHIBITOR EXPENDITURES BY DURATION OF EXHIBIT

ALL CONVENTIONS SURVEYED

Duration of Exhibit	Number of Cities	Average Expenditure Per Exhibitor	Average Expenditure Per Exhibitor-Day	Average Duration
Less than 2.75 days	6	$ 466.88	$188.17	2.48 days
2.75 - 2.99	8	1,066.08	342.90	2.93
3.00 - 3.24	9	1,119.23	357.51	3.13
3.25 - 3.49	8	1,384.19	408.56	3.39
3.50 - 3.74	7	1,783.87	495.90	3.60
3.75 - 3.99	7	2,450.14	644.04	3.80
4.00 and over	5	2,646.50	598.63	4.42

Source: U.S. Travel Data Center, 1978-79 IACVB Convention Income Survey.

Table 17 shows that there is a strong, direct relationship between duration of exhibit and exhibitor spending. Cities in which the average exhibit duration is four days or more enjoy exhibitor expenditures averaging $2,647--well above average, and more than 5.5 times greater than those achieved by cities showing the shortest exhibit durations. Much of this is due, certainly, to the longer duration itself. But, looking at daily exhibitor spending patterns, it is apparent that cities which are able to attract exhibitors for longer periods of time benefit from higher daily spending as well. Cities with average exhibit durations of 3.75 to 3.99 days produce the highest expenditures per exhibitor-day. At an average of over $644 per day, such spending is 3.5 times greater than in cities showing the shortest exhibit durations.

Conclusions

Results from the exhibitor portion of the 1978-79 IACVB Convention Income Survey reveal the substantial income generated by exhibiting companies for convention-host cities. On the average these companies spend $1,845 per exhibit. This amount is over and above that spent for convention related living expenses of those company members responsible for the exhibit, which are reflected in the delegate survey.

Relationship between exhibitor spending and the factors considered in the preceding analysis are generally weaker than for delegates. While there is some evidence that exhibitor spending tends to increase with city population size and price level, it appears that other, unidentified factors may have a greater impact on exhibitor spending than these.

For example, exhibitor expenditures are closely related to duration of exhibit. That is, exhibitor showing longer durations tend to spend more, both in total and daily, than those with shorter durations. This suggests that factors which a company is able to control, such as duration, may have a greater affect on spending patterns than do external variables such as city characteristics.

This makes intutive sense when we consider that exhibiting companies can quite possible exercise more control over expenditures than can delegates. Delegates must pay the going rates for rooms, meals, and other goods and services purchased while attending a convention. Exhibiting companies, on the other hand, can take the opposite approach. Given the nature of their business and budget constraints, companies can first determine how much they can afford to spend on certain aspects of their exhibit and can then adjust their expenditures accordingly. Therefore, factors such as city price level should have less of an effect on their spending patterns than on delegate spending. This, in fact, was shown to be the case.

It is likely that factors related to exhibiting companies themselves, such as size of company, annual budget and type of business, would show substantially stronger correlations with exhibitor spending than the types of factors considered in this report. An analysis of these factors is beyond the scope of the present report but would be worthwhile to consider in future research.

Summary of Results

The third major aspect of the 1978-79 IACVB Convention Income Survey involved measuring the economic impact of association expenditures on convention-host cities. Data were collected from 1,402 associations sponsoring conventions included in the study. Table 18 presents a summary of these data, showing both the total amount spent by the average association as well as a breakdown of these expenditures by type.

TABLE 18*: BREAKDOWN OF ASSOCIATION EXPENDITURES BY TYPE OF EXPENDITURE

Type of Expenditure	Average Expenditure Per Association
Exhibit halls/meeting rooms	$ 5,553
Food and beverage functions	20,828
Staff members' living expenses	4,373
Equipment rentals	3,428
Services hired	9,320
Other	13,763
TOTAL	$57,265

*Includes Manila and Toronto.
Source: U.S. Travel Data Center, 1978-79 IACVB Convention Income Survey.

Spending by associations in convention-host cities is substantial. With average expenditures of over $57,000 per convention, associations spend more than any 225 individual delegates combined at any one meeting. The largest proportion of association spending is allocated to food and beverage functions, which comprises 36 percent of the total. The table shows, however, that spending in all other categories is significant too.

Factors Affecting Association Expenditures

Based on data from the association survey, an analysis of the relationship between spending and other factors was prepared. Average association expenditures were computed for groups of cities which are homogeneous in terms of size, price level and geographic location. Once again, data based on surveys conducted in Manila and Toronto have been excluded.

City Population Size

Table 19 below shows the average expenditure per association achieved by cities of different population sizes.

TABLE 19: ASSOCIATION EXPENDITURES BY CITY SIZE

City Population Size	Number of Cities	Average Expenditure Per Association
Less than 100,000	4	$37,919
100,000 - 199,999	8	38,685
200,000 - 299,999	5	58,764
300,000 - 399,999	11	40,037
400,000 - 599,999	10	76,911
600,000 - 999,999	11	53,608
1,000,000 and over	5	92,774

Source: U.S. Travel Data Center, 1978-79 IACVB Convention Income Survey.

Associations sponsoring conventions in the largest cities spend nearly $93,000 per meeting, nearly 2.5 times more than association expenditures in cities with smallest populations. The relationship between city size and association spending, however, is unclear for cities of population sizes between these two extremes.

City Price Level

Grouping cities by price level produces the averages for association expenditures shown in Table 20.

TABLE 20: ASSOCIATION EXPENDITURES BY CITY PRICE LEVEL

Consumption Cost Index	Number of Cities	Average Expenditure Per Association
Less than 95	6	$80,594
95-99	7	43,449
100-104	8	58,719
105 and over	5	69,748

Source: U.S. Travel Data Center, 1978-79 IACVB Convention Survey.

These data show no clear pattern and indicate no perceptible relationship between city price level and total association spending. Expenditures well above average are apparent for associations meeting in the least expensive cities, while the lowest average expenditures occur in cities slightly higher on the price level scale.

Geographic Region

Finally, an analysis was conducted of association spending patterns in different regions of the country. The areas covered by these regions are defined in Appendix D. The results are shown in Table 21.

TABLE 21: ASSOCIATION EXPENDITURES BY REGION

Region	Number of Cities	Average Expenditure Per Association
Northeast	7	$69,506
Southeast	12	40,724
Great Lakes	9	67,952
Central	13	43,692
Southwest	5	57,942
Far West	8	71,825

Source: U.S. Travel Data Center, 1978-79 IACVB Convention Income Survey.

Associations spend the most while sponsoring conventions in cities in the Far West. This is the region enjoying the highest delegate expenditures, as well. Northeast cities receive association expenditures nearly as large, while spending is lowest in the Southeast.

Conclusions

It is clear that associations spend substantial amounts in cities hosting their conventions--amounts over and above what delegates and exhibitors to these conventions spend.

The preceding analysis shows that association expenditures are not related to city characteristics in any predictable fashion. It is intersting to note, however, that associations, like delegates, spend the most at conventions held in cities located in the Far West.

As suggested previously, other types of factors not identified in the present investigation may be more important in determing association spending than are city characteristics. Characteristics of associations themselves (similar to those identified as likely to influence exhibitor expenditures) need to be further studied.

EXPOSITION SERVICE CONTRACTOR EXPENDITURES

Summary of Results

One final source of income to convention cities covered by the 1978-79 IACVB Convention Income Survey is expenditures of exposition service contractors, those hired by exhibitors to set-up and dismantle exhibits and provide other services during the trade show. A total of 293 service contractors provided information, which is summarized in the table below.

TABLE 22*: BREAKDOWN OF EXPOSITION SERVICE CONTRACTOR EXPENDITURES BY TYPE OF EXPENDITURE

Type of Expenditure	Average Expenditure Per Trade Show
Drayage	$13,550
Compensation paid to labor	27,120
TOTAL	40,670

*Includes Manila and Toronto.
Source: U.S. Travel Data Center, 1978-79 IACVB Convention Income Survey.

Exposition service contractors spend an average of $41,000 for each trade show that they service. Approximately two-thirds of this total is paid to employees as labor compensation in the city. The remaining one-third is on drayage, or the cost of transporting exhibits within the city.

Factors Affecting Exposition Service Contractor Expenditures

A brief analysis was conducted to examine the effects on exposition service contractor spending of a few of the factors discussed earlier in this report. Only U.S. cities are considered in this analysis.

City Population Size

Table 23 below shows the average exposition service contractor expenditure for cities of three different population sizes.

TABLE 23: EXPOSITION SERVICE CONTRACTOR EXPENDITURE BY CITY SIZE

Population Size	Number of Cities	Average Expenditure Per Exposition Service Contractor Per Trade Show
Less than 300,000	9	$28,277
300,000 - 599,999	17	18,801
600,000 and over	13	45,919

Source: U.S. Travel Data Center, 1978-79 IACVB Convention Income Survey.

Service contractors spend the most in the largest cities, averaging nearly $46,000 per trade show. Such expenditures are lowest, however, in cities with populations of 300,000 to 599,999.

City Price Level

Because of the relatively small number of respondents included in this portion of the survey, and because price level data are unavailable for a number of cities, expenditure averages were computed for two different price levels only, as shown in Table 24 below.

TABLE 24: EXPOSITION SERVICE CONTRACTOR EXPENDITURES BY CITY PRICE LEVEL

Consumption Cost Index	Number of Cities	Average Expenditure Per Exposition Service Contractor Per Trade Show
Less than 100	11	$28,644
100 and over	10	52,187

Source: U.S. Travel Data Center, 1978-79 IACVB Convention Income Survey.

While these data are limited, the table above suggests that exposition service contractor expenditures tend to be higher in the more expensive cities than in cities which have lower consumer prices.

Geographic Region

Finally, cities were grouped into three major geographic regions and average exposition service contractor expenditures were calculated for each.[6] These data are presented in Table 25.

TABLE 25: EXPOSITION SERVICE CONTRACTOR EXPENDITURE BY REGION

Region	Number of Cities	Average Expenditure Per Exposition Service Contractor Per Trade Show
East	13	$28,590
Great Lakes/Central	16	32,217
West	10	28,391

Source: U.S. Travel Data Center, 1978-79 IACVB Convention Income Survey.

Exposition service contractor spending appears to be remarkably stable among the regions. While delegates, exhibitors and associations were shown to spend substantially more in certain regions of the country than in others, service contractors spend, on the average, approximately the same amount per trade show, regardless of where it is held.

Conclusions

Exposition service contractors spend nearly as much per convention as do associations. As was evident for the exhibitor and association portions of this study, city characteristics are not particularly good predictors of exposition service contractor spending. This is another area which should be investigated further in any additional research conducted on the convention industry.

OVERALL SUMMARY

The combined results of the four individual components of the 1978-79 IACVB Convention Income Survey provide a comprehensive description of the economic significance of conventions to city economies. Designed to be non-duplicative in terms of expenditures recorded, the results of the four components together provide a measure of the average monetary value of each delegate attending conventions or trade shows.

Table 2, for example, shows that the average delegate spends a total of $253.96, or $66.61 per day, while attending a convention. Convention-host associations spend an additional $25.68 per delegate in the convention city over and above the amount spent directly by the delegate. In fact, Table 18 indicates that associations spend an average of over $57,000 for each convention they hold.

The economic impact of exhibitors is quite large as well. Table 13 shows that each exhibiting company spends an average of $1,845, or $493 per day. In addition, exposition service contractors indicate in-city expenditures averaging over $40,000 per trade show.

Table 26 summarizes these results in terms of the individual convention and trade show delegate. The results show that when both delegate and association expenditures are considered, the individual convention delegate generates spending averaging $279.64, or $73.71 per day, in the host community. The trade shows delegate generates even higher spending levels: $367.29 in total, or $96.43 per day. These figures represent the individual attendee's expenditures plus the per-attendee expenditures of exhibitors, associations and exposition service contractors.

The last three tables in this report show total expenditures generated by convention and trade show delegates by city population size, city price level, and geographic location.

These tables indicate that cities larger in population and higher in consumer prices tend to receive greater convention spending per delegate than do smaller and less expensive communities. Cities in the West show the greatest overall spending per delegate, while spending per delegate-day is greatest in the East.

TABLE 26*

AVERAGE SPENDING GENERATED PER DELEGATE AND DELEGATE-DAY

	Spending Generated Per Delegate	Spending Generated Per Delegate-Day
CONVENTION DELEGATE		
Delegate Expenditures	$253.96	$66.61
Association Expenditures	25.68	6.76
TOTAL	$279.64	$73.37
TRADE SHOW DELEGATE		
Delegate Expenditures	$253.96	$66.61
Association Expenditures	25.68	6.76
Exhibitor Expenditures	80.31	21.13
Exposition Service Contractor Expenditures	7.34	1.93
TOTAL	$367.29	$96.43

*Includes Manila and Toronto.
Source: U.S. Travel Data Center, 1978-79 IACVB Convention Income Survey.

TABLE 27

AVERAGE SPENDING GENERATED PER DELEGATE AND DELEGATE-DAY BY CITY SIZE

	CITY POPULATION SIZE					
	Less than 300,000		300,000-599,999		600,000 and over	
	Per Delegate	Per Delegate-Day	Per Delegate	Per Delegate-Day	Per Delegate	Per Delegate-Day
CONVENTION DELEGATE						
Delegate Expenditures	$193.78	$57.37	$211.71	$57.52	$274.98	$ 72.13
Association Expenditures	24.66	7.30	29.79	8.10	19.95	5.24
TOTAL	$218.44	$64.67	$241.50	$65.62	$294.93	$ 77.37
TRADE SHOW DELEGATE						
Delegate Expenditures	$193.78	$57.37	$211.71	$57.52	$274.98	$ 72.13
Association Expenditures	24.66	7.30	29.79	8.10	19.95	5.24
Exhibitor Expenditures	53.57	15.85	81.76	22.22	86.65	22.74
Exposition Service Contractor Expenditures	5.96	1.76	6.15	1.67	9.23	2.42
TOTAL	$277.97	$82.28	$329.41	$89.51	$390.81	$102.53

Source: U.S. Travel Data Center, 1978-79 IACVB Convention Income Survey.

TABLE 28

AVERAGE SPENDING GENERATED PER DELEGATE AND DELEGATE-DAY BY CITY PRICE LEVEL

CONSUMPTION COST INDEX

	Less than 100		100 and over	
	Per Delegate	Per Delegate-Day	Per Delegate	Per Delegate-Day
CONVENTION DELEGATE				
Delegate Expenditures	$227.35	$64.21	$278.94	$ 74.48
Association Expenditures	23.53	6.65	19.62	5.23
TOTAL	$250.88	$70.86	$298.56	$ 79.71
TRADE SHOW DELEGATE				
Delegate Expenditures	$227.35	$64.21	$278.94	$ 74.48
Association Expenditures	23.53	6.65	19.62	5.23
Exhibitor Expenditures	73.29	20.70	75.58	20.15
Exposition Service Contractor Expenditures	8.06	2.28	10.70	2.85
TOTAL	$332.23	$93.84	$384.84	$102.71

Source: U.S. Travel Data Center, 1978-79 IACVB Convention Income Survey.

TABLE 29

AVERAGE SPENDING GENERATED PER DELEGATE AND DELEGATE-DAY BY REGION

	REGION					
	EAST		GREAT LAKES/CENTRAL		WEST	
	Per Delegate	Per Delegate-Day	Per Delegate	Per Delegate-Day	Per Delegate	Per Delegate-Day
CONVENTION DELEGATE						
Delegate Expenditures	$243.54	$ 68.08	$201.75	$62.73	$282.32	$64.61
Association Expenditures	22.60	6.31	22.03	6.84	30.95	7.08
TOTAL	$266.14	$ 74.39	$223.78	$69.57	$313.27	$71.69
TRADE SHOW DELEGATE						
Delegate Expenditures	$243.54	$ 68.08	$201.75	$62.73	$282.32	$64.61
Association Expenditures	22.60	6.31	22.03	6.84	30.95	7.08
Exhibitor Expenditures	86.63	24.20	56.33	17.49	69.64	15.94
Exposition Service Contractor Expenditures	7.63	2.13	8.87	2.75	6.17	1.41
TOTAL	$360.40	$100.72	$288.98	$89.81	$389.08	$89.04

Source: U.S. Travel Data Center, 1978-79 IACVB Convention Income Survey.

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FOOTNOTES

[1]For further information on the International Association of Convention and Visitor Bureaus, its membership, goals and objectives, contact Richard J. Newman, Managing Director, IACVB, 702 Bloomington Road, Champaign, Illinois 61820.

[2]A complete analysis of this study is included in the publication entitled, 1973 IACVB Convention Delegate Expenditure Survey: Analytical Report, available from the U.S. Travel Data Center for $12.00.

[3]Expenditure categories identified in the 1978-79 survey are in some cases somewhat different from those considered in the 1973 study. For the 1978-79 survey results, entertainment includes spending for hospitality suites, admission fees at attractions/museums, recreational activities, night clubs, and sports events. Entertainment expenditures for 1973 included spending on alcoholic beverages, night clubs, and sport events.

[4]See U.S. Department of Commerce, Bureau of the Census, Statistical Abstract of the United States (1979) for estimates of city populations for 1977.

[5]The Bureau of Labor Statistics of the U.S. Department of Labor estimates three hypothetical annual family budgets and the comparative indexes that can be used to compare the cost of these budgets in selected urban areas. For this analysis, comparative index figures for an intermediate budget, defined as an annual family income of $18,622 for a four person family in 1978, were used. The U.S. urban average cost equals an index figure of 100. These indexes are designed to reflect regional variations in consumption patterns and differences in climate, types of transportation facilities, and taxes, in addition to differences in price levels. For a more detailed discussion of these indexes, see U.S. Department of Labor, Bureau of Labor Statistics, April 29, 1979, release.

[6]For this analysis, the Northeast and Southeast regions have been grouped together to form the East region, Great Lakes and Central regions have been combined into the Great Lakes/Central region, and the West region includes the Far West and Southwest.

APPENDICES

APPENDIX A

CITIES PARTICIPATING IN 1978-79 IACVB
CONVENTION INCOME SURVEY

City	Total	National and International	State and Regional
Albuquerque	22	8	14
Anaheim	22	16	6
Arlington	30	6	24
Atlanta	20	17	3
Atlantic City	21	8	13
Austin	17	3	14
Birmingham	13	2	11
Boston	25	20	5
Chicago	26	23	3
Cincinnati	30	17	13
Cleveland	30	19	11
Columbus	27	4	23
Covington	17	5	12
Dallas	13	10	3
Dayton	30	8	22
Denver	30	19	11
Detroit	28	14	14
El Paso	30	5	25
Fort Worth	30	4	26
Honolulu	15	14	1
Houston	30	21	9
Huntsville	30	6	24
Indianapolis	30	11	19
Kansas City	21	12	9
Las Vegas	30	23	7
Little Rock	20	2	18
Louisville	11	8	3
Memphis	25	3	22
Milwaukee	29	7	22
Minneapolis	26	8	18
Nashville	30	12	18
New Orleans	30	25	5
New York	24	19	5
Norfolk	30	15	15
Oklahoma City	30	11	19

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APPENDIX A (Continued)

City	Total	National and International	State and Regional
Omaha	27	4	23
Palm Springs	24	9	15
Philadelphia	20	13	7
Phoenix	23	16	7
Pittsburgh	20	12	8
Portland	22	5	17
Richmond	16	2	14
Lexington	23	5	18
St. Louis	29	21	8
Salt Lake City	18	12	6
San Antonio	25	7	18
San Diego	30	12	18
San Francisco	30	21	9
Savannah	30	9	21
Seattle	29	17	12
Shreveport	24	7	17
Tucson	25	12	13
Tulsa	30	8	22
Washington D.C.	29	27	2
Wichita	6	2	4
Manila	30	30	0
Toronto	20	10	10
TOTAL	1,402	666	736

APPENDIX B

NUMBER OF CONVENTIONS SURVEYED
BY TYPE

Type	Total
Educational	185
Engineering & Scientific	154
Fraternal & Social	110
Labor Unions	10
Governmental	65
Professional	321
Religious	31
Specialized Business	249
Social Service	45
Trade Association	193
Veteran or Military	39
TOTAL	1,402

APPENDIX C

SURVEY INSTRUMENTS

INTERNATIONAL ASSOCIATION OF CONVENTION AND VISITOR BUREAUS
1978 - 1979 CONVENTION EXPENDITURE SURVEY

DELEGATE QUESTIONNAIRE

FOR OFFICE USE ONLY

QUESTIONNAIRE ID:	_____	(1-6)
CITY ID:	_____	(7-9)
CONVENTION ID:	_____	(10-11)

INSTRUCTIONS:

Please complete Questions 1 through 4 below and on the back of this page. For Question 2, simply circle the appropriate code number. For example, if you traveled primarily by private car, circle the "4". For Questions 1, 3, and 4, please write your answers in the space provided. Please round all dollar amounts to the nearest dollar and enter an "0" for each category where there were no expenditures.

---

1. How many persons, including yourself, your spouse and other family members, were in your travel party?

_____ (12-13)

2. What was the primary mode of transportation used by you and members of your travel party to travel to this convention? (CIRCLE ONE NUMBER ONLY).

(14)

AIRPLANE - 1
TRAIN - 2
BUS - 3
PRIVATE CAR/TRUCK/REC VEHICLE - 4
OTHER - 5

3. How many nights did you and members of your travel party remain in the city where this convention was held?

_____ (15-16)

PLEASE TURN PAGE OVER

4. Please indicate below the total amount you and members of your travel party spent on the following items while in the city where this convention was held.

HOTEL ROOMS AND INCIDENTALS - $_____ (17-21)

HOTEL RESTAURANTS - $_____ (22-26)

OTHER RESTAURANTS - $_____ (27-31)

HOSPITALITY SUITES - $_____ (32-36)

ADMISSION FEES AT ATTRACTIONS/MUSEUMS - $_____ (37-41)

THEATRES/SYMPHONIES/MOVIES - $_____ (42-46)

RECREATIONAL ACTIVITIES (GREENS FEES, SKI LIFT TICKETS, ETC.) - $_____ (47-51)

SIGHTSEEING - $_____ (52-56)

NIGHT CLUBS - $_____ (57-61)

SPORTS EVENTS - $_____ (62-66)

RETAIL STORES - $_____ (67-71)

TAXI CABS/AUTO RENTALS/OTHER LOCAL TRANSPORTATION - $_____ (72-76)

GAS AND AUTO SERVICE - $_____ (77-81)

ALL OTHER EXPENSES IN CONVENTION CITY - $_____ (82-86)
(Please do not include transportation to and from the convention city or convention registration fees.)

Thank you for your cooperation. Please return this questionnaire, in the enclosed business reply envelope, to the U.S. Travel Data Center.

INTERNATIONAL ASSOCIATION OF CONVENTION AND VISITOR BUREAUS
1978 - 1979 CONVENTION EXPENDITURE SURVEY

EXHIBITOR QUESTIONNAIRE

FOR OFFICE USE ONLY

QUESTIONNAIRE ID:	_____	(1-5)
CITY ID:	_____	(6-8)
CONVENTION ID:	_____	(9-10)

INSTRUCTIONS:

Please complete Questions 1 and 2 below by writing your answers in the space provided. For Question 2, please round all dollar amounts to the nearest dollar and enter an "0" for each category where there were no expenditures.

---

1. For how many days did your company hold its exhibit at this convention?

_____ (11-12)

2. Please indicate below the total amount your company spent on the following items, in the convention city itself, to hold its exhibit.

FOOD AND BEVERAGE FUNCTIONS - $_____ (13-17)
(Held in or out of hotel)

HOSPITALITY SUITES - $_____ (18-22)

LOCAL ADVERTISING - $_____ (23-27)

ALL OTHER EXPENSES IN CONVENTION CITY - $_____ (28-32)
(Please do not include the cost of booth rental, labor, drayage, equipment rental, exposition service contractor fees, transportation to and from the convention city, registration fees or personal expenses.)

Thank you for your cooperation. Please return this questionnaire, in the enclosed business reply envelope, to the U.S. Travel Data Center.

INTERNATIONAL ASSOCIATION OF CONVENTION AND VISITOR BUREAUS
1978 - 1979 CONVENTION EXPENDITURE SURVEY

ASSOCIATION QUESTIONNAIRE

FOR OFFICE USE ONLY

CITY ID: _____

CONVENTION ID: _____

INSTRUCTIONS:

Please answer all the questions below. To do so, enter the information requested in the space provided.

---

1. How many days did this convention last?

_____ days

2. What was the total attendance at this convention?

_____

3. How many companies, if any, exhibited at this convention?

_____

4. Please indicate below the total amount your association spent, in the convention city itself, for each of the following items:

EXHIBIT HALL AND MEETING ROOM RENTALS - $_____

FOOD AND BEVERAGE FUNCTIONS (Held in or out of hotel) - $_____

STAFF MEMBERS' LIVING EXPENSES - $_____

EQUIPMENT RENTALS - $_____

SERVICES HIRED - $_____

ALL OTHER EXPENSES IN CONVENTION CITY - $_____

Thank you for your cooperation. Please return this questionnaire, in the enclosed envelope, as soon as possible to:

INTERNATIONAL ASSOCIATION OF CONVENTION AND VISITOR BUREAUS
1978 - 1979 CONVENTION EXPENDITURE SURVEY

EXPOSITION SERVICE CONTRACTOR QUESTIONNAIRE

FOR OFFICE USE ONLY

CITY ID: _____

CONVENTION ID: _____

Trade Show/Exposition: _____

Dates: _____

City, State: _____

Please indicate below the total amount spent for the following items to service this show in this city:

DRAYAGE: $ _____

TOTAL COMPENSATION PAID
TO LABOR HIRED IN CITY : $ _____
(Including Wages, Salaries, Social Security, Retirement, etc.)

Individual's Name: _____

Firm Name: _____

Address: _____

City, State, Zip: _____

Telephone: ( ) _____

Thank you for your cooperation. Please return this questionnaire, in the enclosed envelope, as soon as possible to:

APPENDIX D

GEOGRAPHIC REGIONS

REGION	STATES
Northeast	Connecticut, Delaware, District of Columbia, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont, Virginia, West Virginia.
Southeast	Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee.
Great Lakes	Illinois, Indiana, Iowa, Michigan, Minnesota, Ohio, Wisconsin.
Central	Kansas, Missouri, Montana, Nebraska, North Dakota, Oklahoma, South Dakota, Texas, Wyoming.
Southwest	Arizona, Colorado, New Mexico, Utah.
Far West	Alaska, California, Hawaii, Idaho, Nevada, Oregon, Washington.